

The #Bthru8 Early Success Social Media Campaign

APRIL 2013

SAMPLE TWEETS
AND FACEBOOK
POSTS FOR
#BTHRU8



Please feel free to use any tweets and posts from these sample ones included in this document. The topics covered are listed below. We hope these are helpful to you in your efforts!

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Join the campaign: Tweets and Posts

Tweets: Join us!

Care about Early Childhood Issues? Follow [#Bthru8](#) for latest news & research! <http://bit.ly/16Qq4A7> [#ECE](#)

Learn more about why early childhood policies are so important <http://bit.ly/16Qq4A7> Follow [#Bthru8](#)

Does your org work on early childhood issues? Post & tweet about the early years using [#Bthru8](#) <http://bit.ly/16Qq4A7>

How can you increase attention to important early childhood policies? Post & tweet w/ us! <http://bit.ly/16Qq4A7> [#Bthru8](#)

Who else is working on early childhood issues? Check out: <http://bit.ly/14g09nW> [#Bthru8](#)

Help us elevate early childhood issues on the public policy agenda! <http://bit.ly/16Qq4A7> [#Bthru8](#)

Have something to say about early childhood issues? Use [#Bthru8](#) and join the Early Success campaign! <http://bit.ly/Zq2y6E> [#ECE](#) [#PreK](#)

Facebook posts

1. Please help us raise awareness about early childhood issues and the many benefits for children and society. Like us and help spread the word by visiting the Alliance for Early Success: <http://bit.ly/16Qq4A7>
2. When times are tough, it's even more important to make wise investments. Visit the Alliance for Early Success and learn why investing in the early years is one of the smartest policy choices we can make: <http://bit.ly/16Qq4A7>
3. Join our campaign and help spread the word about the benefits of stronger early childhood policies for children and society! You can tweet or share information via Facebook. Check out: <http://bit.ly/16Qq4A7> for more information.

About the Birth through 8 State Policy Framework

Check out #Bthru8 State Policy Framework: a roadmap for improving children's health, learning & economic outcomes bit.ly/151PKLE

#Bthru8 State Policy Framework focuses on 3 policy areas for young children: Health, family support and learning bit.ly/151PKLE

The #Bthru8 State Policy Framework offers policy options to improve children's health, learning & econ outcomes <http://bit.ly/151PKLE>

Health

Tweets

Young children w/ poor health at higher risk for obesity & cardiovascular disease <http://bit.ly/ZQd6ff> #Bthru8

Early stress from abuse causes neural circuitry changes & increased risk for physical/mental illness <http://bit.ly/ZQd6ff> #Bthru8

Children w/ poor nutrition & chronic illness=more likely 2 miss school/social & academic opps <http://bit.ly/ZQd6ff> #Bthru8

Uninsured children less likely 2 get preventive care, services, & screenings that manage health concerns <http://bit.ly/ZQd6ff> #Bthru8

Uninsured children in #poverty disproportionately suffer from lack of access to #healthcare <http://bit.ly/ZQd6ff> #Bthru8

Facebook

- **Did You Know:** Prolonged and elevated stress due to adverse experiences early in life such as violence or abuse changes the wiring in the brain as well as the chemical composition, which can make children less resilient over time. This reduced adaptability undercuts the developmental benefits of positive experiences and puts children at risk for physical and mental illness later in life. <http://bit.ly/ZQd6ff>

Family Support

Tweets

Supported [#families](#) can ensure young [#children](#) get adequate food, shelter, & medical attention <http://bit.ly/111BYoa> [#Bthru8](#)

Strong [#families](#) ensure [#children](#) live in safe/stimulating environments for exploring/learning <http://bit.ly/111BYoa> [#Bthru8](#)

Lack of warm, positive relationship w/caregivers increases [#children](#)'s risk 4 behavioral & emotional problems <http://bit.ly/111BYoa> [#Bthru8](#)

Lack of positive relationship w/caregivers increases children's risk 4 sub abuse, antisocial beh & juv crime <http://bit.ly/111BYoa> [#Bthru8](#)

Support programs help families provide young kids w/nurturing environ, healthy development & school readiness [#Bthru8](#) <http://bit.ly/111BYoa>

Facebook

- **True or False:** A lack of a warm positive relationship with parents/caregivers increases the risk that children develop major behavioral and emotional problems, including substance abuse, antisocial behavior, and juvenile crime. <http://bit.ly/111BYoa>

Learning

Tweets

Language acquisition increases rapidly in 1st 4 yrs <http://bit.ly/10XraF4> [#Bthru8](#)

3rd grade=watershed for moving from “learning to read” to “reading to learn” <http://bit.ly/10XraF4> [#Bthru8](#)

Large physical/motor & social-emotional development gains made from infancy-early elementary <http://bit.ly/10XraF4> [#school](#) [#Bthru8](#)

[#Children](#) in [#highquality](#) [#ece](#)=typically better outcomes across [#developmental](#) domains <http://bit.ly/10XraF4> [#Bthru8](#)

Children in poor-quality [#ece](#) oft have more behav problems, fewer language skills & lower academic skills <http://bit.ly/10XraF4> [#Bthru8](#)

Benefits from [#highquality](#) [#ece](#) are greater for vulnerable [#children](#) <http://bit.ly/10XraF4> [#Bthru8](#)

[#Children](#) entering school w/ stronger [#schoolreadiness](#) skills tend to maintain advantage over elem. school yrs <http://bit.ly/10XraF4> [#Bthru8](#)

Facebook

- **Did You Know?** The benefits of high-quality early care and education are greater for vulnerable children. <http://bit.ly/10XraF4>
- **True or False:** Children who experience high-quality care and education tend to have better outcomes across developmental domains than similar children who are not exposed to high-quality care. <http://bit.ly/10XraF4>

Standards

Tweets

State quality standards address cognitive & foundational skills; both are essential 4 school/life success [#Bthru8](#) <http://bit.ly/YskDpY>

Facebook

- Many states have developed a statewide quality rating and improvement system to define, measure, monitor, and promote high-quality child care in homes, centers, or school-based settings.

Screening and Assessment

Tweets

Screenings in well-child visits may detect maternal depression (can have neg effects on [#child developm't](#)) [#Bthru8](#) <http://bit.ly/10PxuzA>

Assessments measure [#children's](#) progress toward meeting standards/benchmarks of child development [#Bthru8](#) <http://bit.ly/10PxuzA>

Facebook

- **Benefits of Early Childhood Assessments:** Effective assessment systems benefit young children by informing adults and educators about individual children's strengths and areas of growth, particularly as they transition from early care and education settings to elementary school. <http://bit.ly/10PxuzA>

Accountability

Tweets

Linking statewide longitudinal #earlychildhood and K12 data systems can provide info on workforce/program quality #bthru8 <http://bit.ly/12Rrfgv>

Facebook

- **How to Use Accountability Systems:** Accountability systems help define important benchmarks and outcomes for programs, children and families, and measure progress towards identified goals. <http://bit.ly/12Rrfgv>